

**We claim:**

- 1 1. A method for specifying user preferences, comprising the steps of:
  - 2 generating a pull-down menu in a graphical user interface; and
  - 3 moving labeled items in said pull-down menu representing choices such that
  - 4 relative positions of said items correspond to relative user preferences.
- 1 2. The method of claim 1 comprising the further step of deleting said items representing
  - 2 unacceptable user choices.
- 1 3. The method of claim 1 comprising the further step of deleting said items representing
  - 2 uninteresting user choices.
- 1 4. The method of claim 1 comprising the further step of limiting the number of said items
  - 2 using a cut-off bar.
- 1 5. The method of claim 1 wherein said moving step comprises substeps of clicking and
  - 2 dragging.



1 13. The system of claim 6 wherein said choices describe variables defining electronic  
2 commerce transactions.

1 14. The system of claim 13 wherein said electronic commerce transactions include at  
2 least one of: making travel reservations, shopping online, specifying shipping options,  
3 choosing a restaurant, selecting a vendor, providing marketing data, specifying  
4 employment interests.

1 15. The system of claim 6 wherein said input device is at least one of: a mouse, a  
2 TrackPoint(R) device, a trackball, a keyboard, a stylus, a touch-sensitive screen, a speech  
3 analyzer.

1 16. A system for specifying user preferences, comprising:  
2 means for generating a pull-down menu in a graphical user interface; and  
3 means for moving labeled items in said pull-down menu representing choices such  
4 that relative positions of said items correspond to relative user preferences.

1 17. A computer program product for specifying user preferences comprising a machine-  
2 readable medium having computer-executable code means thereon including:

3 a first code means for generating a pull-down menu in a graphical user interface;

4 a second code means for moving labeled items in said pull-down menu

5 representing choices such that relative positions of said items correspond to

6 relative user preferences; and

7 a third code means for processing said specified user preferences.

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